



# BABYCAL NEWS

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## *New BabyCal Advertising Campaign Debuts*



• Featured above is an image from one of BabyCal's newly launched television commercials, "Wonderful World." The new ad campaign is designed to communicate the positive outcomes associated with early prenatal care and healthy behaviors.

**B**abyCal launched new advertising in mid-September on TV and radio stations statewide. The goal of these ads is to empower and motivate expectant mothers and fathers by focusing on the positive birth outcomes associated with getting

early prenatal care and practicing healthy behaviors. The TV ads feature loving mothers and fathers with their healthy babies, celebrating the positive birth outcomes they've experienced as a result of "doing the right thing."

For the first time, BabyCal commercials feature popular music which sets the emotional, attention-getting tone of the ads. Louis Armstrong's *Wonderful World* and a duet of the Spanish-language song *Delirio* set the tone for these new TV and radio spots. Both ads promote BabyCal's key messages of healthy behavior and early prenatal care, closing with the "800" number as a call to action.

While the advertising schedule varies by market, the new commercials can be seen during such popular TV shows as *Beverly Hills 90210*, *Ricki Lake*, *Roseanne*, *Rosie*, *Oprah*, *Montel Williams*, *Melrose Place* and a variety of day-time "soaps."

## *Salt-N-Pepa Brings BabyCal Campaign Messages To the Airwaves During Child Health Month*

**B**abyCal spokesperson, Salt-N-Pepa, brought prenatal care messages to the airwaves this fall in a series of radio interviews during Child Health Month. Child Health Month is an annual event in October sponsored by the American Academy of Pediatrics to promote the health and well-being of infants through young adults. Because prenatal care is the first step toward a healthier future for California's children, Child Health Month served as a good opportunity to deliver BabyCal's message of healthy behavior and early prenatal care.

As part of BabyCal's Child Health Month activities, Salt-N-Pepa conducted a series of live phone interviews with a number of radio stations throughout the state. Prenatal care and Salt-N-Pepa's involvement with the

BabyCal Campaign were the highlighted topics. An estimated 1.5 million listeners tuned in for the interviews, which were conducted during peak listening time (the morning commute hours) for maximum exposure.

Salt-N-Pepa also will be heard in customized public service announcements (PSAs) on these stations across the state:

- |                        |                          |
|------------------------|--------------------------|
| 1 KCAQ-FM, Oxnard      | 1 KMEL-FM, San Francisco |
| 1 KDON-FM, Salinas     | 1 KSFM-FM, Sacramento    |
| 1 KKBT-FM, Los Angeles | 1 XHTZ-FM, Chula Vista   |
| 1 KKXX-FM, Bakersfield | 1 KBOS-FM, Fresno        |

The PSAs emphasize BabyCal's key messages, while promoting the host stations.

### **King Of Kings Community Center, Fresno**

**Director: Carolyn Fields • Administrative Assistant: Rosemary Byers • Phone: (209) 486-8200**

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**K**ing of Kings Community Center has been providing residential and outpatient substance abuse treatment (including social support services) to high-risk pregnant women in the Fresno area since 1990. The Center has participated in the BabyCal Campaign for five years.

Each year King of Kings provides a variety of services to approximately 100 clients, based on their individual needs. Clients are referred from child protective services, the courts and other community organizations in the Fresno area, while some are self-referred.

King of Kings has two facilities that serve pregnant and postpartum women; the Medi-Cal outpatient facility, and "Visions," a 12-bed residential facility which houses mothers and their one child under one year of age. Clients must be 18 years and older.

Clients receive counseling two to three times per week. On-site HIV/AIDS tests are conducted by the Fresno County Health Services Agency. King of Kings offers an excellent in-house teaching program, as well as referral sources for various training and classes (i.e. nutrition, parenting, housing and vocational needs).

According to administrative assistant, Rosemary Byers, the BabyCal posters are displayed at the outpatient and residential facilities where counseling sessions take place. "Sometimes, seeing the images on the posters



• Pictured above is King of Kings client, Melissa Garcia, 28. On Oct. 12, Melissa gave birth to an 8 lb., 2 oz. boy. Both mom and baby are doing well.

helps them open up and discuss their feelings more, especially about their expected child." Other materials, such as brochures and pens, are offered in the main areas.

King of Kings is closely affiliated with the high-risk infant follow-up program (Developmental and Behavioral Pediatrics) at Valley Children's Hospital. King of Kings clients are referred to the hospital for developmental assessment of their newborns and receive in-home follow-up visits for up to six months.

The King of Kings staff possesses a positive and progressive view toward meeting the challenges and/or problems associated with substance use and/or abuse. A private practice physician is available to the staff and clients for any further assistance that may be necessary.

### **BabyCal Participates In 28th Annual Pow Wow**

The 28th Annual Pow Wow was held on August 3rd at the Orange County Fairgrounds, Costa Mesa. Sponsored by the Southern California Indian Center (SCIC) a member of the BabyCal CBO Network—the event attracted more than 50,000 attendees, and presented a strong opportunity to provide the BabyCal Campaign materials to targeted women.

BabyCal CBO Coordinator Carmen Hayward-Stetson helped distribute BabyCal Campaign material at the Southern California Indian Center's booth, which also was staffed by Mary Moreno and Emmett Shipley from the SCIC. BabyCal magnets and English mini-posters were among the most popular items featured at the booth.

## BabyCal Team Conducts Field Visits to Four CBOs

Representatives from the Department of Health Services' (DHS) BabyCal Team comprised of BabyCal staff; advertising contractor, Runyon Saltzman & Einhorn (RS&E); and public relations firm, Hill and Knowlton, recently visited CBOs in Northern and Southern California to gain further insight into their outreach programs, clientele and use of BabyCal print material.

During the Southern California site visits, led by CBO Coordinator, Carmen Hayward-Stetson, the BabyCal team visited three Inglewood-area CBOs: **Southern California Youth and Family Center, American Family Planning Clinic** and **American Women's Medical Clinic**. Northern California CBO Coordinator, Nadine Roberts, led a BabyCal site visit to the **Center for Community Health and Wellbeing/The Birthing Project** in Sacramento.

The participating CBOs offered a brief presentation about their organizations, and gave a tour of their facilities.

The BabyCal team plans to conduct such visits several times per year. If your organization has a special "story to tell" (e.g., a unique outreach or incentive program), and would like to host a BabyCal team site visit, please contact your CBO Coordinator or Hill and Knowlton (see contact information on p. 4).



• Lydia Plo, Comprehensive Health Worker with American Women's Medical Clinic in Inglewood, conducts a bilingual prenatal nutrition class for expectant parents. The clinic was one of four CBOs visited by the BabyCal team in August.

## CBO Coordinators Introduce New BabyCal CBOs

### NORTHERN CALIFORNIA REGION

#### Nadine Roberts (916/925-7816)

*On behalf of BabyCal's Northern Region, I'm extremely pleased to welcome aboard a number of outstanding community-based organizations to the BabyCal Network:*

- <sup>1</sup> *A Woman's Friend, Marysville*
- <sup>1</sup> *Crisis Pregnancy Center, Lodi*
- <sup>1</sup> *Richmond Health Center - Healthy Start, Richmond*

#### Edith Tybo (916/395-0491)

*I would like to welcome the following Northern California community-based organizations that have recently joined the BabyCal Network. Thank you for partnering with us in your effort to educate women about the importance of prenatal care.*

- <sup>1</sup> *Central Valley Indian Health Project, Clovis*
- <sup>1</sup> *Hoopa Health Association, Hoopa*
- <sup>1</sup> *Native American Health Center, Oakland*
- <sup>1</sup> *Pit River Health Services, Inc., Burney*

### SOUTHERN CALIFORNIA REGION

#### Alva Moreno (213/526-5819)

*I'm pleased to officially welcome all Los Angeles-area WIC sites to the BabyCal Network. While many of you have supported the BabyCal Campaign in the past by distributing our materials to your clients, we are proud to now recognize each of your facilities as members of the BabyCal Network. Thanks for your partnership!*

#### Erica Boatman (213/966-5740)

*Southern California coordinator, Carmen Hayward-Stetson, has accepted a position outside of BabyCal. Erica Boatman (whom many of you already know) will now be working with Southern California CBOs. She looks forward to getting to know you and your organizations better. Welcome to the team!*

- <sup>1</sup> *Leavy Maternal and Child Health, Lynwood*
- <sup>1</sup> *Single Parent Network, Los Angeles*
- <sup>1</sup> *The Jordan Downs Clinic, Los Angeles*

## BabyCal Print Material Redevelopment Begins

BabyCal has just embarked on the redevelopment of the Campaign's existing print materials (brochures, posters, etc.). This process includes assessing the current designs, colors, sizes and messages, and updating them as appropriate to create even more effective outreach materials. We expect to deliver new materials by summer 1997.

To help guide our print material redevelopment efforts, we recently surveyed representatives from 20 community-based organizations within the BabyCal Network to solicit their input. While we would have liked to speak with all 300 of our participating CBOs, that simply was not possible due to time constraints. However, we encourage you to contact your CBO Coordinator with any input about how the current print items might be improved.

Please provide suggestions regarding BabyCal print materials no later than Dec. 15. Thank you in advance for your valuable input!

### **- How to Order BabyCal Materials -**

A variety of BabyCal materials are available free of charge to help you with your perinatal outreach efforts, including multilingual posters and brochures, brochure holders and ball-point pens.

Order forms can be obtained from your CBO Coordinator or Hill & Knowlton, and faxed to Erica Boatman, fax no. 213/782-8195.

All orders are fulfilled by Hill & Knowlton, Los Angeles, within 3-5 days of receipt, and shipped via UPS.

#### **BabyCal Campaign Contact Information:**

##### **CBO Coordinators:**

Northern California: Nadine Roberts (916/925-7816) or Edith Tybo (916/395-0461)

Southern California: Alva Moreno (310/948-2281) or Erica Boatman (213/966-5740)

Hill & Knowlton: 6500 Wilshire Blvd., 21st Floor, Los Angeles, CA 90048

Contact: Erica Boatman (213/966-5740) Fax: 213/782-8195

##### **Department of Health Services:**

714 P St., Room 1650, Sacramento, CA 95814

Contact: Lisa Jackson (916/657-3719) Fax: 916/657-3224

## Five Steps to Promoting Your Health Fair/Event

*At the request of a number of CBOs, we've put together a brief "publicity tips" list to help you promote your next health fair or other community event. We hope you'll find it valuable in expanding your visibility and outreach in your local community.*

### **Identify a key contact**

Identify a contact from your organization to field questions from the press. The contact person should be someone who is very familiar with your organization and the event itself.

### **Create a media advisory**

Create a 1-page media advisory that lists the "who," "what," "when," "where," and "why" for your event. It should be faxed or mailed to the media that you'd like to attend the event, approximately one week in advance. If you wish to invite TV stations, list specific opportunities for photos and filming. The advisory should include a contact name and phone number.

### **Target local newspapers, radio and TV stations**

Call the target media to confirm the appropriate contact (for example, health reporter) to whom you can fax or mail the advisory. When you call to follow up on the advisory, be prepared to do the following:

1 Offer times for the media to tour your facility and talk with the key contact person. If this is not an option, offer a phone interview.

1 Invite the media to attend your health fair/event and obtain film footage and possibly interview the spokesperson.

### **Provide relevant information**

When talking to local media, stress the key reason for your health fair first (e.g., promoting prenatal care). Provide the details afterwards.

Offer statistics about the health issues addressed at your health fair/event. These statistics can be obtained by contacting your county health department.

### **Let BabyCal know about your event**

We can help supply BabyCal print material for your event. In addition, we will try to publish CBO health fair or event information whenever possible.

Send information about your health fair/event to:  
The BabyCal Campaign c/o Hill and Knowlton  
6500 Wilshire Blvd., 21st Floor, Los Angeles, CA 90048

Editor's Note: *The regularly featured "CBO Mailbox" will return in the next issue of BabyCal News.*